

Wella

Trend Hub

Chestnut Brown

February 2020



Chestnut Brown on social media...

@cassandra_foehr



9.9k
Chestnut Brown Hair Searches*
*average monthly searches in 2019



@angelasbobbypins



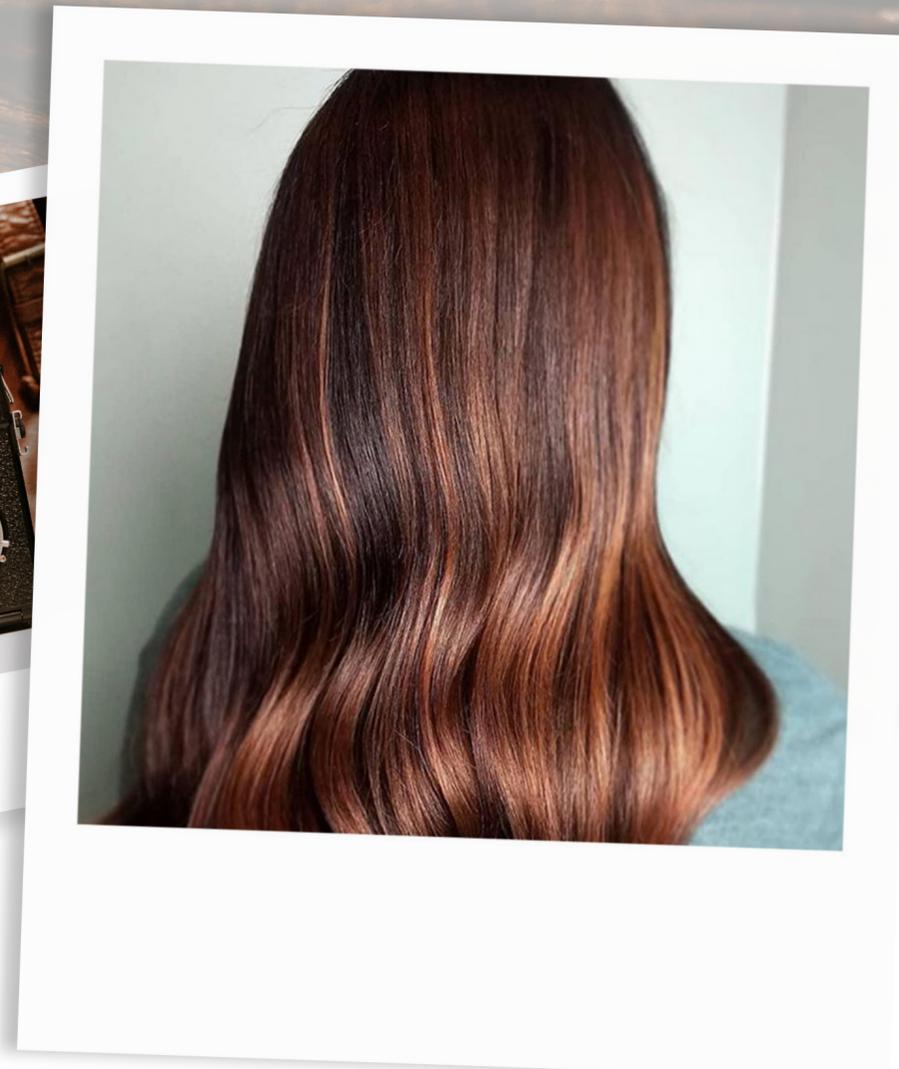
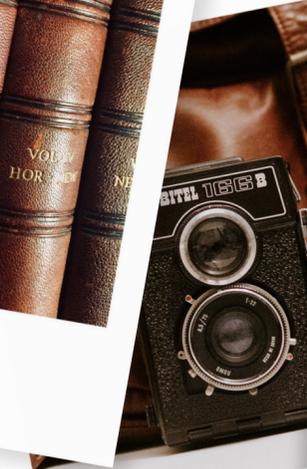
@cassandra_foehr



3.3k
#Chestnutbrownhair mentions*
*data available in Jan 2020



By Cassandra Foehr
@cassandra_foehr



Formula

Color Formula

10g /07	10g /65	10g /73	60g 6%	15g Copper Peach	15g 8/05	60g 1.9%
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Pre-lighten

Tone



**FIXING
HAIRSPRAY**

EXTRA STRONG
FINISHING
SPRAY

HOLD ●●●●

300ml

TIP

Take full control of any finished look with **EIMI Super Set**, an extra strong finishing spray formulated to help protect your hair from the effects of humidity, UV and heat.



By Veronica Hencoski
@veronicafaith_



Formula

Color Formula

30g

45g
6%

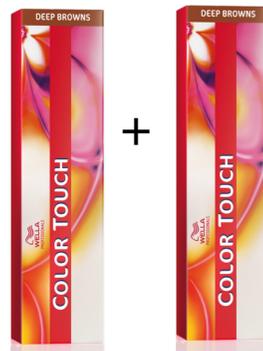
20g
8/71

20g
7/7

80g
1.9%



Prelighten



Toner



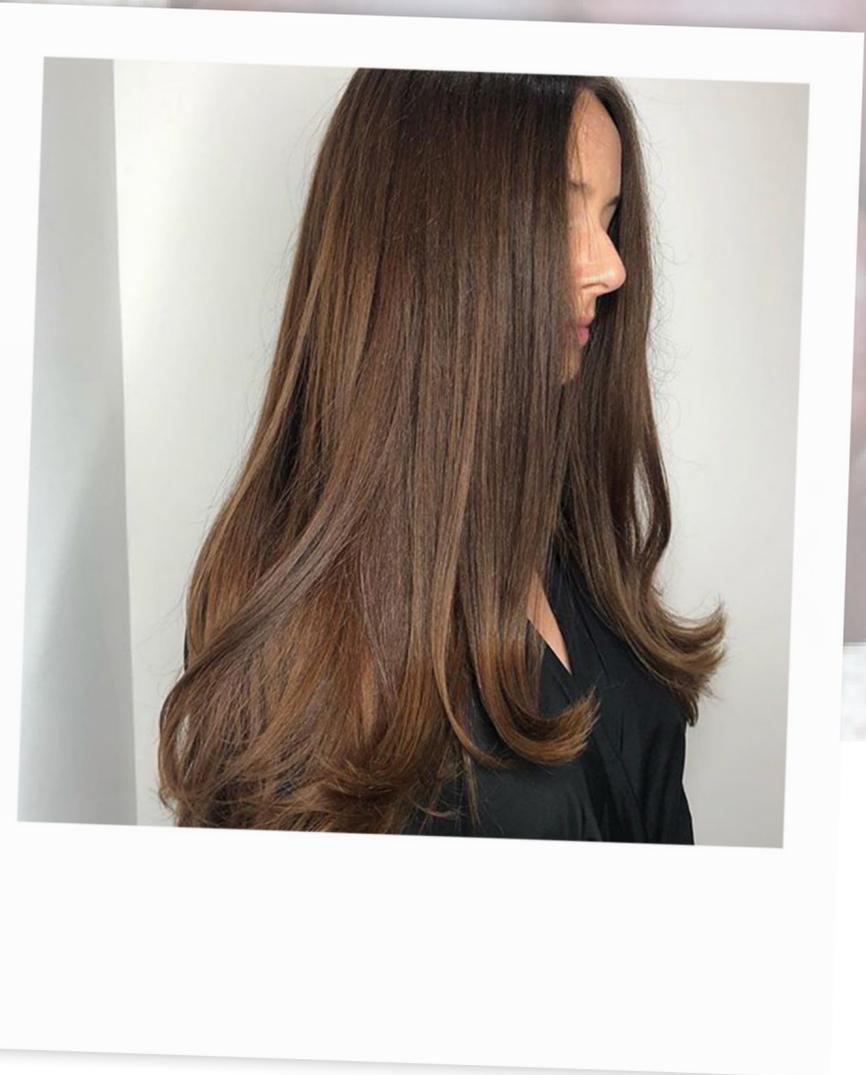
VOLUME
SUGAR
SPRAY
TEXTURE

150ml

TIP
EIMI Sugar Lift Volume Spray. Spray, scrunch, and manipulate your hair with this rich, flexible spray infused with sugar



By Courtney Allen
@courtneyariellehair



Formula

Color Formula

15g 15g 60g
6/77 7/7 4%

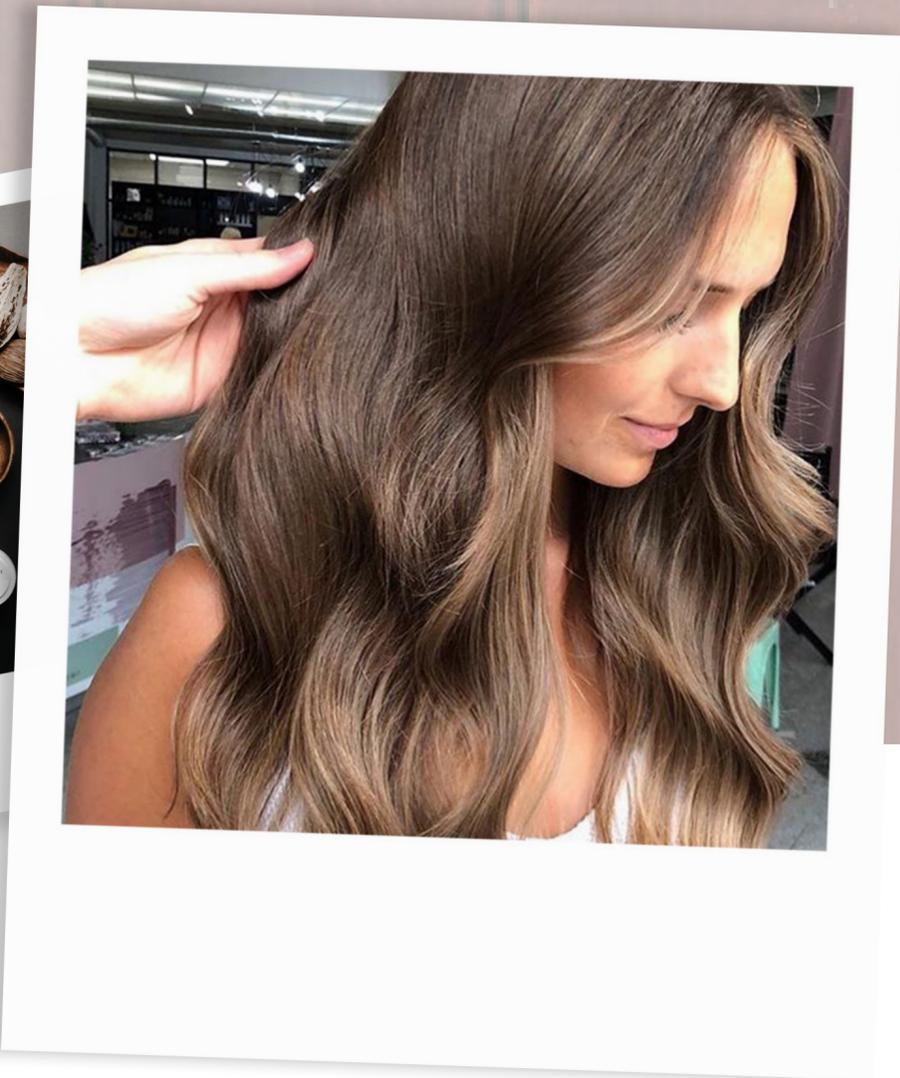
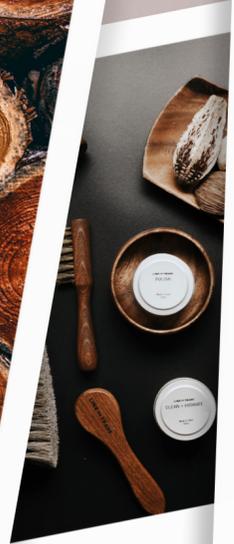
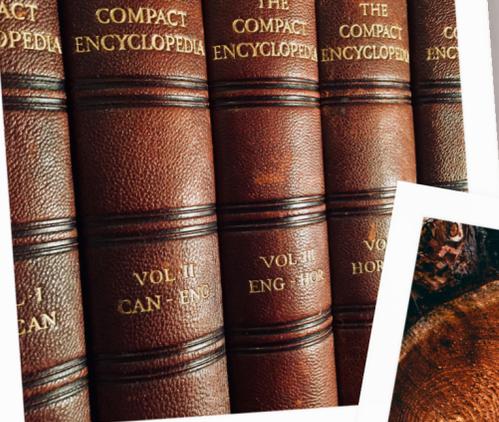


TIP

Invigo Color Recharge Warm Red Conditioner. Contains color pigments that refresh and maintain the multi-dimensional color of warm red hair tones. Leaving the hair intensively conditioned.



By Matthias Herzberg
@matherzberg



Formula

Color Formula

4%

15g
10/97

15g
7/18

60g
1.9%



+



+



+



Teased Foils

Toner



MIRACLE
BB SPRAY

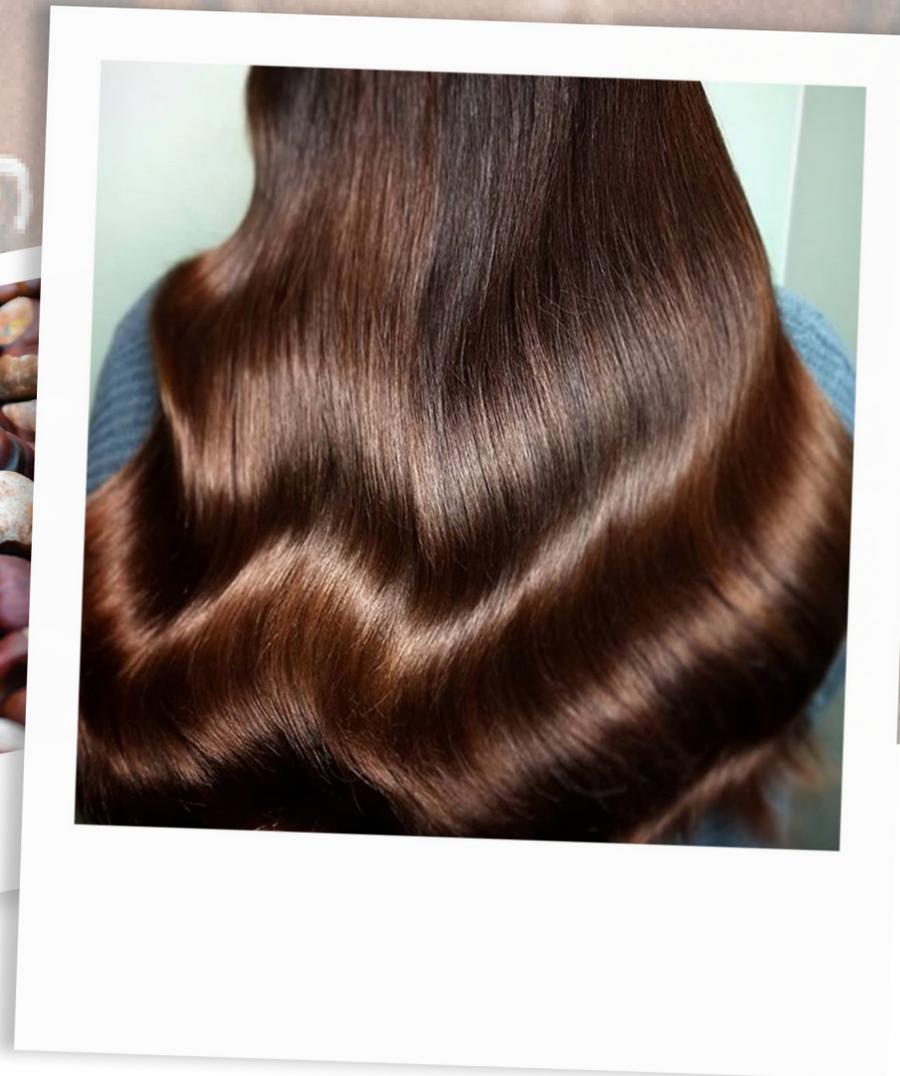
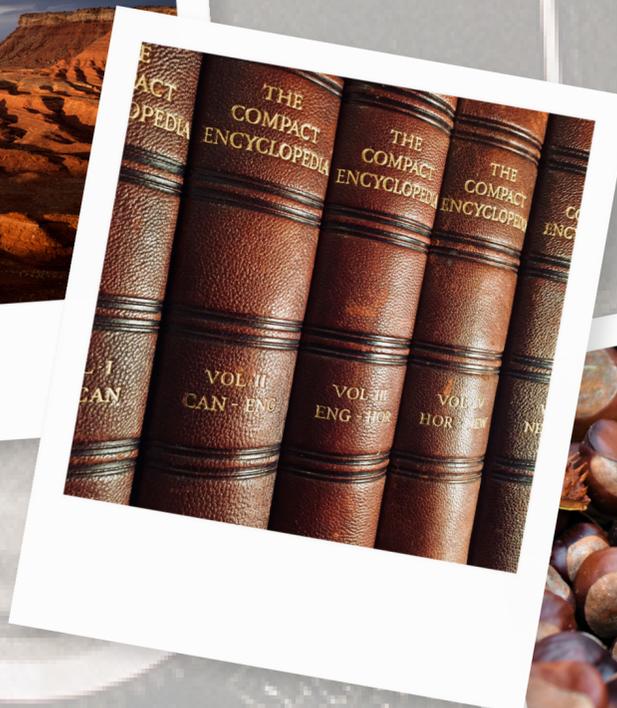
150ml

TIP

INVIGO Color Brilliance Miracle BB Spray. This leave-in spray is created to enhance color vibrancy. Leaving the hair detangled and smoothed. With Anti-Oxidant Shield Technology and Lime Caviar.



By Cassandra Foehr
@cassandra_foehr



Formula

Color Formula

15g
5/0

15g
4%

10g
7/7

10g
7/47

20g
1.9%

20g



+



Base



+



+



+



Lengths



VOLUME
LIGHT
SETTING
LOTION SPRAY

150ml

TIP

EIMI Perfect Setting Hair Spray Get voluminous structure and perfect shine! Mist this setting lotion over the hair before whilst blow drying.



For more inspiration, follow us on Instagram at **@wellahair**



For more inspiration on the techniques and step by steps, visit **wella.com/education**



To buy the products mentioned in the above formulas, go to **wellastore.com**

